

TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

Triumph Gulf Coast, Inc. ("Triumph Gulf Coast") has created a pre-application process to provide initial consideration of eligibility for potential ideas of projects or programs that may seek an award of funding. Applicants are required to participate in the pre-application process. Notwithstanding the response from Triumph Gulf Coast on the pre-application form, an Applicant may still elect to submit an Application.

APPLICANT INFORMATION

Name of Individual Entity/Organization: Goodwill Big Bend Foundation, Inc.

Proposal Title: Workforce Training for Northwest Florida Gulf Coast Residents

Amount of Triumph Funds Requested: \$10M (tentative)

Total Estimated Project Cost: \$13M (tentative)

Brief Description of Individual/Entity/Organization: The recipient organization will be the *Goodwill Industries Big Bend Foundation*, a 501©3 located in Springfield, FL (Bay County). It will serve as the fiscal agent and it will provide management oversight for this effort. The Foundation was established as Direct Support Organization (DSO) for *Goodwill Industries Big Bend* and it is focused on helping people move from unemployment or under-employment to jobs that pay a living wage. We do this by providing people with the skills and resources necessary to improve the quality of their life.

Contact Information

Primary Contact: Dr. Gary K. Ostrander

Title: Chair, Board of Directors, Goodwill Big Bend Foundation, Inc.

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Names of co-applicants, partners or other entities, organization that will have a role in the proposed project or program: Goodwill International, Goodwill Big Bend, Goodwill Gulf Coast, Guy Harvey Ocean Foundation, Flexpoint Education, local institutions of higher education and others to be named.

REQUIRED EXECUTIVE SUMMARY

- (i) **The amount of funds being sought from Triumph Gulf Coast:** \$10M over 6 years (tentative).
- (ii) **The amount and identity of other sources of funds for the proposed project or program:** \$3M over 6 years (tentative).
- (iii) **The location of the project or program:** The program will be distributed in ALL of the 8 impacted counties.
- (iv) **Summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties:**

We are proposing a unique partnership between two organizations (*Triumph Gulf Coast* and *Goodwill Industries Big Bend Foundation*) that have overlapping commitments to individual prosperity and community economic development among the 8 counties impacted by the BP Oil Spill. Our novel workforce development initiative will show immediate and measurable impact for those seeking employment or who are currently underemployed. Within Goodwill facilities currently located in each of the impacted counties, or in existing partner facilities, we will build an ecosystem of training, certification, and placement services in collaboration with existing and emerging job opportunities.

For nearly 120 years the mission of *Goodwill International* has been to help people secure jobs and reach financial stability. The vision is to transform lives and communities through the power of work. This has been primarily accomplished through retail stores purposed to support the Goodwill mission. Through the sale of quality items (usually donated) the retail stores provide fiscal support for a multitude of programs types (e.g. financial literacy, disability job training, employment services, E-learning, Job readiness/soft skills/work adjustment, on-the-job and pre-placement training etc.). These programs have served to help people secure jobs, upgrade their skills and reach financial stability. Nation-wide 300 people/day find employment following participation in Goodwill programs. The *Goodwill International* mission is now expanding beyond just helping people get a job. To date *Goodwill International* has received nearly \$40,000,000 in donations from the likes of Google, Microsoft, Walmart and McKenzie Scott to build out specific skills-base certification resources and programming that facilitates movement from not just creating a job opportunity but to skilling people up so they can achieve a living wage.

With the support of *Triumph Gulf Coast*, *Goodwill Big Bend*, *Goodwill Gulf Coast* and *Goodwill International*, we will bring this infrastructure and programming to the 8 impacted counties. We will develop unique workforce development/certification programs specific for the panhandle. The focus will be on adult members of our community with minimal skills and job opportunities. This will include people that may have had limited access to education, people with disabilities and people with flaws in their history (e.g. imprisonment) that have prevented their being able to fully participate in our community and reach their full potential. Subsequently, these materials could be modified for delivery of K-12 certification programming.

Goodwill International will contribute to this effort a very sophisticated set of learning management and certification program materials including much off-the-shelf content. They will also provide software, best practice support, job readiness, and job placement capabilities. *Goodwill Big Bend Foundation* will locally create a library of virtually available content that is designed with the pedagogy to be used in a synchronous and/or asynchronous learning environment. This detailed content will be made available through the Goodwill facilities already located in the eight affected counties.

Recognizing that in many cases we will need to create new entrepreneurial driven job opportunities, we will complement the certification programs with a full entrepreneurship training regimen. Initially, we will begin with competency mapping of job requirements of focused existing local employers with high demand and higher paying careers such as health care, hospitality, marine industries, construction, as well as our large military civilian employers. For each proposed program we will aggregate and build learning content that meets the requirements and creation of skill based training content with certifications that matches to these requirements. Using modern

pedagogy and learning management tools, content will be designed as reusable learning objects enabling it to be deployed within the affected counties as part of the certification program. Significantly, learning materials available through the *Goodwill International Network* will be made resident in each county as part of a matching grant from *Goodwill International*.

Specifically, over the next 6 years we will stand-up at least ten individual certification programs and the infrastructure for delivering these and additional programs going forward. Proposed certification programs will include, but are not limited to the subject areas of aquaculture, water quality analysis, marine hospitality, CRSPR-CAS9 technology, health care assistance, autism support, construction, warehousing (including OSHA safety guidelines), small engine repair and entrepreneurship. Our conservative estimate is that we will serve an additional 300 people/year in the first two years beyond our current clientele. We expect that number to significantly increase in the out years. We will provide necessary detail if selected to provide a full proposal.

Supporting this effort locally will be Goodwill enterprise partners *Goodwill Big Bend* (serving Walton, Bay, Gulf, Franklin, Okaloosa and Wakulla counties) and *Goodwill Gulf Coast* (serving Escambia, Santa Rosa, and Okaloosa counties). *Goodwill Big Bend* and *Goodwill Gulf Coast* have long served this region and currently have over ~90 combined retail stores, training centers, donation centers and community centers. In each county Goodwill will provide the necessary office and training spaces to deliver certification programs specific for each county. Our selected certification programs will complement the existing county workforce and create an opportunity to expand into new areas. We will validate that the content matches the skills necessary for jobs in these areas by working with the local job providers to ensure that those needing reentry into the workforce will have an opportunity to apply their new skills. As mentioned above, we have a demonstrated track record in job placement services and that will be a cornerstone of this program. In short, as we have done for decades at Goodwill, we will build a network of both employees for hire and employers who respect the certification programming that our clients have acquired.

Depending on the certification program, we will partner with other local organizations that bring the relevant subject matter expertise (e.g. local higher education institutions, Guy Harvey Ocean Foundation, FlexPoint Education, etc.). For example, working in partnership with the Guy Harvey Ocean Foundation we see this including marine related jobs in three different certification areas of aquaculture, water quality and marine hospitality.

We recently discussed this proposal with the President of an economic development organization in one of the impacted counties. They indicated that the number one question companies that are considering relocation to their county ask is: *Where will I get trained workers?* They went on to say that a program such as this would be a valuable addition. The requested investment from Triumph Gulf Coast will be used for start-up of the proposed program to include classroom renovations, equipment and staff support (to be phased-out in Years 5 and 6). For the program described herein to be successful, it must be sustainable after our initial 6-year start-up and ramp down of Triumph funding. As has been the case with other certification programs (including at Goodwill facilities around the country), and will be well documented in our full proposal, we will rely on the employers for which we have worked with to successfully develop our proposed certifications for ongoing support.

(v) A summary timeline for the proposed project or program:

Years 1 & 2 Program development (initiation of creation of individual certification programs in consultation with partners in each county), renovations, equipment acquisition and begin offering first certification programs.

Years 3 & 4 Expand to full complement of certification programs (at least 10) and work with industry partners on long-term support and job placement.

Years 5 & 6 Ramp down Triumph Funding to zero as we fully fund programs going forward.

Please Select the Proposal's Eligibility Category(s)

Pursuant to Section 288.8017, Triumph Gulf Coast, Inc. was created to make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. The disproportionately affected counties are: Bay County, Escambia County, Franklin County, Gulf County, Okaloosa County, Santa Rosa County, Walton County, or Wakulla County. *See*, Section 288.08012.

1. From the choices below, please check the box that describes the purpose of the proposed project or program (check all that apply):

- Ad valorem tax rate reduction within disproportionately affected counties;
- Local match requirements of s. 288.0655 for projects in the disproportionately affected counties;
- Public infrastructure projects for construction, expansion, or maintenance which are shown to enhance economic recovery, diversification, and enhancement of the disproportionately affected counties;
- Grants to local governments in the disproportionately affected counties to establish and maintain equipment and trained personnel for local action plans of response to respond to disasters, such as plans created for the Coastal Impacts Assistance Program;
- Grants to support programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties. Eligible programs include those that increase students' technology skills and knowledge; encourage industry certifications; provide rigorous, alternative pathways for students to meet high school graduation requirements; strengthen career readiness initiatives; fund high-demand programs of emphasis at the bachelor's and master's level designated by the Board of Governors; and, similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission of Education, encourage students with interest or aptitude for science, technology, engineering, mathematics, and medical disciplines to pursue postsecondary education at a state university or a Florida College System institution within the disproportionately affected counties;
- Grants to support programs that provide participants in the disproportionately affected counties with transferable, sustainable workforce skills that are not confined to a single employer; and
- Grants to the tourism entity created under s. 288.1226 for the purpose of advertising and promoting tourism and Fresh From Florida, and grants to promote workforce and infrastructure, on behalf of all of the disproportionately affected counties.

Please Select the Priorities this Proposal's Outcomes will Achieve

1. Please check the box if the proposed project or program will meet any of the following priorities (check all that apply):

- Generate maximum estimated economic benefits, based on tools and models not generally employed by economic input-output analyses, including cost-benefit, return-on-investment, or dynamic scoring techniques to determine how the long-term economic growth potential of the disproportionately affected counties may be enhanced by the investment.
- Increase household income in the disproportionately affected counties above national average household income.
- Leverage or further enhance key regional assets, including educational institutions, research facilities, and military bases.
- Partner with local governments to provide funds, infrastructure, land, or other assistance for the project.
- Benefit the environment, in addition to the economy.
- Provide outcome measures.
- Partner with K-20 educational institutions or school districts located within the disproportionately affected counties as of January 1, 2017.
- Are recommended by the board of county commissioners of the county in which the project or program will be located.
- Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.